

# Memorandum


---

**To:** Examiner Hunter Lonsberry  
**From:** Terri Beale  
**Date:** 1/2/03  
**Re:** Search request 09/205,119

---

Attached please find the results of your search request 09/205,119. Please feel free to contact me if you have questions or concerns. Thank you and have a great day.

*Please take a moment and fill out the attached feedback form. Thank you.*

Terri Beale  
EIC 2600  
306-0254 

109

Access DB# 83135

## SEARCH REQUEST FORM

Scientific and Technical Information Center

Requester's Full Name: Hunter Brian Longberry Examiner #: 79019 Date: 12/27/02  
 Art Unit: 2611 Phone Number 305-3234 Serial Number: 091205119  
 Mail Box and Bldg/Room Location: 2611/6th floor Results Format Preferred (circle): PAPER ~~DISK~~ ~~MAIL~~  
6035

If more than one search is submitted, please prioritize searches in order of need.

\*\*\*\*\*  
 Please provide a detailed statement of the search topic, and describe as specifically as possible the subject matter to be searched. Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers, and combine with the concept or utility of the invention. Define any terms that may have a special meaning. Give examples or relevant citations, authors, etc, if known. Please attach a copy of the cover sheet, pertinent claims, and abstract.

Title of Invention: Advertising Monitoring System  
 Inventors (please provide full names): Charles A. Eldering, M. Lamine Sylla

Earliest Priority Filing Date: 12/03/1998

\*For Sequence Searches Only\* Please include all pertinent information (parent, child, divisional, or issued patent numbers) along with the appropriate serial number.

Monitors a viewer's TV viewing / Advertising viewing habits.  
 Builds a demographic profile ~~for~~ indirectly from their viewing habits via heuristic rules. This is different from the prior art in that profiles are generally built based upon what programs / Ads. a user watches (for example, a viewer watching football is probably male, Age 18-49). Instead, this invention builds a profile indirectly, that is channel changes are not taken into account. Instead the extent to which a user views a program is applied against a set of rules to build a profile. ~~For example~~ This duration of viewing value is applied against the rules and a profile is created. See attached figures.

The channel you leave TV on - counts duration it stays on the channel → then creates a profile  
 ex: tv stays on ch. 4 2min → 2hrs → matches this duration with a profile of "viewers"  
 mrv 24hrs.

12-27-02 P03:08 IN

## STAFF USE ONLY

Searcher: Terri Beale  
 Searcher Phone #: 306-0254  
 Searcher Location: PK 23T05  
 Date Searcher Picked Up: 12/31/02  
 Date Completed: 1/2/02  
 Searcher Prep & Review Time: 170  
 Clerical Prep Time: \_\_\_\_\_  
 Online Time: 292

## Type of Search

NA Sequence (#) \_\_\_\_\_  
 AA Sequence (#) \_\_\_\_\_  
 Structure (#) \_\_\_\_\_  
 Bibliographic ☒ \_\_\_\_\_  
 Litigation ☒ \_\_\_\_\_  
 Fulltext ☒ \_\_\_\_\_  
 Patent Family \_\_\_\_\_  
 Other \_\_\_\_\_

## Vendors and cost where applicable

STN \_\_\_\_\_  
 Dialog \_\_\_\_\_  
 Questel/Orbit \_\_\_\_\_  
 Dr. Link \_\_\_\_\_  
 Lexis/Nexis \_\_\_\_\_  
 Sequence Systems \_\_\_\_\_  
 WWW/Internet \_\_\_\_\_  
 Other (specify) \_\_\_\_\_

January 2, 2003

File 16:Gale Group PROMT(R) 1990-2002/Dec 30  
(c) 2002 The Gale Group  
File 160:Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group  
File 148:Gale Group Trade & Industry DB 1976-2002/Dec 30  
(c)2002 The Gale Group  
File 621:Gale Group New Prod.Annou.(R) 1985-2002/Dec 30  
(c) 2002 The Gale Group  
File 636:Gale Group Newsletter DB(TM) 1987-2002/Jan 02  
(c) 2002 The Gale Group  
File 88:Gale Group Business A.R.T.S. 1976-2002/Dec 23  
(c) 2002 The Gale Group  
File 47:Gale Group Magazine DB(TM) 1959-2002/Dec 26  
(c) 2002 The Gale group  
File 275:Gale Group Computer DB(TM) 1983-2002/Jan 02  
(c) 2002 The Gale Group  
File 570:Gale Group MARS(R) 1984-2002/Jan 02  
(c) 2002 The Gale Group

Set	Items	Description
S1	7795600	VIEW? OR WATCH? OR LOOK?
S2	10346596	SUBSCRIBER? OR USER? OR CUSTOMER? OR CONSUMER? OR CLIENT?
S3	11593393	TIME? OR PERIOD? OR SESSION? OR INTERVAL?
S4	11899653	CHANNEL? OR COMMERCIAL? OR ADVERTI? OR AD OR ADS OR TV OR - TELEVISION? OR SHOW?
S5	5157707	PROFILE? OR PATTERN? OR CRITERIA? OR CHARACTERISTIC? OR HA- BIT? OR ATTRIBUT? OR DEMOGRAPHIC? OR IDENTIF?
S6	12109114	MONITOR? OR JUDG? OR TRACK? OR INSPECT? OR REVIEW? OR OBSE- RV? OR CHECK? OR SCRUTINIZ? OR STUDY OR STUDI? OR DETECT? OR - AUDIT? OR TRACE? OR TRACING
S7	39595	S1(5N)S2(5N)S3
S8	3222	S7(5N)S4
S9	1308	S8 AND S5
S10	89	S8(5N)S5
S11	50	RD (unique items)
S12	26	S11 AND PY=1999:2002
S13	24	S11 NOT S12
S14	70611	S2(S)S3(S)S4(S)S6
S15	9104	S2(5N)S3(5N)S4(5N)S6
S16	1114	S15(S)S5
S17	136	S16(S)S1
S18	76	RD (unique items)
S19	42	S18 AND PY=1999:2002
S20	34	S18 NOT S19
S21	30	S20 NOT S13

January 2, 2003

13/3,K/1 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.

05594256 Supplier Number: 48467310 (USE FORMAT 7 FOR FULLTEXT)  
**MatchLogic, Inc. Teams With Harris Black International to Introduce  
Demographic Internet Reach Profiles.**  
Business Wire, p5051226  
May 5, 1998  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 785

... are categorized into age, income, gender, age by gender, and income by gender. Landscape gives **advertisers** the opportunity to **view** the aggregate **demographics** of end- **users** in "near real- **time** " as well as make adjustments to the creative immediately, thereby optimizing response rates.

Marketers now...

13/3,K/2 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.

05334582 Supplier Number: 48117257  
**VOD**  
South China Morning Post, pt1  
Nov 11, 1997  
Language: English Record Type: Abstract  
Document Type: Newspaper; Trade

ABSTRACT:  
...service could reach 90% of households by 2000. IMS responded it could support more VOD **subscribers**, but its survey **showed viewing pattern** for VOD were spread without peak **time**. A maximum of 12% -13% of **subscribers** could **watch** VOD in case of number eight typhoon signal was hoisted. \* \*  
...

13/3,K/3 (Item 3 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.

05177929 Supplier Number: 47902095 (USE FORMAT 7 FOR FULLTEXT)  
**Study offers new angle on Internet, TV usage**  
Ross, Chuck  
Electronic Media, p14  
August 11, 1997  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 464

... friendly, reported the study, titled 'Internet Users & Their Use of Traditional Media.'

Furthermore, while Internet **users** are light **TV watchers** during daytime, when their prime- **time** and late-night **TV habits** are compared to those of non-Internet **users** in the same **demographic** group, the Internet **users** actually **watch** more **TV** in those **time periods**.

'There have been studies before that have said those using the Internet are watching less...

January 2, 2003

13/3,K/4 (Item 4 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.

05176796 Supplier Number: 47900755 (USE FORMAT 7 FOR FULLTEXT)  
**Study: Web users watching prime time**  
Ross, Chuck  
Advertising Age, p18  
August 11, 1997  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Tabloid; Trade  
Word Count: 463

... friendly, reported the study, titled 'Internet Users & Their Use of Traditional Media.'

Furthermore, while Internet **users** are light **TV watchers** during daytime, when their prime- **time** and late-night **TV habits** are compared to those of non-Internet **users** in the same **demographic** group, the Internet **users** actually **watch** more **TV** in those **time periods** .

EARLIER DATA RE-EXAMINED

'There have been studies before that have said those using the...

13/3,K/5 (Item 5 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.

04414833 Supplier Number: 46477187 (USE FORMAT 7 FOR FULLTEXT)  
**Data Warehouse Supporting 3 Divisions at Bank of Montreal**  
American Banker, p16  
June 19, 1996  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 483

... accounts.

With the new warehouse, Bank of Montreal employees can obtain corporate information in a **timely** way, determine **ad hoc** credit risk exposure, **look** at **customer**. and market trend information, and **identify** new product and lending opportunities.

"Reports that used to take a week or month to...

13/3,K/6 (Item 6 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.

04095915 Supplier Number: 45969293 (USE FORMAT 7 FOR FULLTEXT)  
**US West Launches Interactive Cable TV 11/30/95**  
Newsbytes, pN/A  
Nov 30, 1995  
Language: English Record Type: Fulltext  
Document Type: Newswire; General Trade  
Word Count: 565

... watch by clicking on the company's icon.

In addition to providing service to the **consumer** , GoTV lets **advertisers** know what **viewers** **watch** the most. In Orlando, **Time** Warner **subscribers** voluntarily provide **demographic** information to the company. **Subscriber** **viewing** choices made using their set-top box can be collected to generate reports on what...

13/3,K/7 (Item 7 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)

January 2, 2003

(c) 2002 The Gale Group. All rts. reserv.

02943722      Supplier Number: 43981776      (USE FORMAT 7 FOR FULLTEXT)  
**FCC Cable Act-ing earlier, to start rate cuts Sept. 1**  
Hollywood Reporter, v0, n0, p1  
July 21, 1993  
Language: English      Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count:      634

...      adding that big city mayors and other city officials had contacted  
the FCC seeking more **time** .

Article tabulates **TV viewing habits**

#### **TV VIEWING HABITS**

What cable **subscribers** say they watch compared with a few years  
ago.

Watch broadcast television

More often now...

**13/3,K/8      (Item 1 from file: 148)**  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

09863178      SUPPLIER NUMBER: 19979679      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Customers rate ISP services. (PC Week and Inter@Week readers) (includes**  
**related article on ISP survey's methodology) (ISP Special Report)**  
**(Internet/Web/Online Service Information)**  
Wetzel, Rebecca  
PC Week, v14, n47, p105(2)  
Nov 10, 1997  
ISSN: 0740-1604      LANGUAGE: English      RECORD TYPE: Fulltext; Abstract  
WORD COUNT:      2190      LINE COUNT:      00186

...      Not surprisingly, Internet service customers want service. The  
chart that summarizes the relative importance of **attributes** that Internet  
services **customers** consider when selecting an ISP **shows** that reliable  
service (percentage of **time** the connection is up) tops the list of  
**attributes customers look for**. Almost every ISP customer surveyed--a  
hefty 96 percent--list service reliability as either...

**13/3,K/9      (Item 2 from file: 148)**  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

09661588      SUPPLIER NUMBER: 19540160      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Consumer eye movement patterns on yellow pages advertising.**  
Lohse, Gerald L.  
Journal of Advertising, v26, n1, p61(13)  
Spring, 1997  
ISSN: 0091-3367      LANGUAGE: English      RECORD TYPE: Fulltext; Abstract  
WORD COUNT:      6387      LINE COUNT:      00536

...      preferences. Time is not a causal variable. It merely reflects the  
underlying factors influencing choice. **Viewing time per ad** integrates  
many factors that cause a **consumer** to focus on a certain **advertisement** .  
Some **viewing time** differences relate to comparisons of **attributes**  
between businesses. Russo and LeClerc (1994) discovered that consumers  
continued to focus on the product...

January 2, 2003

13/3,K/10 (Item 3 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

09322726 SUPPLIER NUMBER: 19128041 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Thomson acquires online classified unit. (Thomson Newspapers Inc., Prodigy Services Co.'s online classified advertising division)**  
Cohen, Jodi B.  
Editor & Publisher, v130, n4, p24(1)  
Jan 25, 1997  
ISSN: 0013-094X LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 658 LINE COUNT: 00056

... particular model used car--the system searches its database for all ads that match the **criteria** and then displays those **ads** for the **user** to **view**.

At the same **time** the system tracks the details of the **user**'s interaction with the Web site. It can display logos and link to graphic, audio...

13/3,K/11 (Item 4 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

08754168 SUPPLIER NUMBER: 18406322 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Data warehouse supporting 3 divisions at Bank of Montreal. (Brief Article)**  
Tucker, Tracey  
American Banker, v161, n117, p16(1)  
June 19, 1996  
DOCUMENT TYPE: Brief Article ISSN: 0002-7561 LANGUAGE: English  
RECORD TYPE: Fulltext  
WORD COUNT: 497 LINE COUNT: 00042

... accounts.

With the new warehouse, Bank of Montreal employees can obtain corporate information in a **timely** way, determine **ad hoc** credit risk exposure, **look at customer** and market trend information, and **identify** new product and lending opportunities.

"Reports that used to take a week or month to...

13/3,K/12 (Item 5 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

08709713 SUPPLIER NUMBER: 18350242 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**IN THE EVOLUTION OF THE INTERNET & THE WORLD WIDE WEB COOPERS & LYBRAND CONSULTING STUDY REVEALS WINNERS & LOSERS**  
PR Newswire, p603NYM010  
June 3, 1996  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1730 LINE COUNT: 00142

... At the other end of the spectrum, the Internet is having a negative impact on **television**. A majority (58%) of Internet **users** indicated that the **time** they spend online is shifted directly from **time** previously spent **watching television**.

On-line User Profiles

EA'96 **shows** that three distinct clusters of on-line users are evolving. Communicators and information seekers are...

13/3,K/13 (Item 6 from file: 148)

January 2, 2003

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

07228994 SUPPLIER NUMBER: 15316085 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Mature cheese makes its mark. (UK cheese market) (includes related articles)**  
**(Industry Overview)**  
Byrne-Sutton, Fiona  
Super Marketing, n1114, p16(2)  
March 18, 1994  
DOCUMENT TYPE: Industry Overview ISSN: 0261-4251 LANGUAGE:  
ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 1223 LINE COUNT: 00095

... the point of sale but at home during meal times and think -- that's interesting. **Consumers** take **time** to build confidence and change purchasing **pattern** .

**AD WATCH**

The soft cheese sector could be a metaphor for FMCG marketing and the way it...

**13/3,K/14 (Item 7 from file: 148)**  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

05797886 SUPPLIER NUMBER: 11901086 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Shelf-Life Problems, Technology and Solutions. (book reviews)**  
Food Trade Review, v62, n1, p7(1)  
Jan, 1992  
DOCUMENT TYPE: review ISSN: 0015-6671 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT  
WORD COUNT: 225 LINE COUNT: 00019

... atmosphere packaging; Oxygen absorbers coming of age?; Processing innovations; Aseptic packaging; Irradiation; Shelf-life - a **commercial** point of **view** ; **Identification** of storage problems - **consumer** acceptability; **Time** - temperature indicators; Peroxidase and enzyme regeneration - peroxidatic and oxidatic free radical reactions and their interactions...

**13/3,K/15 (Item 8 from file: 148)**  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

05508613 SUPPLIER NUMBER: 11541195 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Interep country stations meet: format network develops strategies for members to increase their share of advertising. (radio advertising)**  
Bunzel, Reed E.  
Broadcasting, v121, n19, p51(2)  
Nov 4, 1991  
ISSN: 0007-2028 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 452 LINE COUNT: 00038

... 20 Advertising Categories. These reports are billed as quick, easy-to-read summaries of media **habits** that **look** at radio **time** spent listening, **television** **viewing** **patterns** and magazine and newspaper readership. **Consumer** **profiles** are broken out by age/sex, income, marital status, education and occupation. Radio formats listened...

**13/3,K/16 (Item 9 from file: 148)**  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.



January 2, 2003

05477327 SUPPLIER NUMBER: 11282234 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Cablevision hears complaints over upgrade. (Cablevision Systems Corp.;  
fiber upgrade in the 48,000-subscriber system on Long Island)**  
Thompson, Rachel W.  
Multichannel News, v12, n35, p41(1)  
Sept 2, 1991  
ISSN: 0276-8593 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 337 LINE COUNT: 00027

... meeting, including accusations that first appeared in New York  
papers several weeks ago, that Cablevision **customer** service  
representatives can track **subscribers' viewing patterns** and **identify**  
the **channel** they are **viewing** at any given **time**.  
Quinn, she said, was not given any opportunity to set the record  
straight. "He was...

13/3,K/17 (Item 10 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

02940933 SUPPLIER NUMBER: 04449164  
**Repeat-viewing of prime-time TV series.**  
Barwise, T.P.  
Journal of Advertising Research, v26, n4, p9(6)  
Aug-Sept, 1986  
ISSN: 0021-8499 LANGUAGE: ENGLISH RECORD TYPE: ABSTRACT

...ABSTRACT: level will drop further in the future because of increased  
channel choice. The double jeopardy **pattern** for prime- **time TV** series  
**viewing** revealed here is consistent with **consumer** choice behavior  
generally speaking, as it is comparable to brand purchasing, in which it is  
...

13/3,K/18 (Item 1 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2002 The Gale Group. All rts. reserv.

03657208 Supplier Number: 47878882 (USE FORMAT 7 FOR FULLTEXT)  
**Focalink Introduces SmartBanner 2**  
Multimedia Monitor, v15, n8, pN/A  
August 1, 1997  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 92

The program provides **consumers** with **user** reports that **identify**  
the number of **times** an **ad** was **viewed** with comparisons of other sites  
based on such variables as location, **time**, date, **ad** campaign and  
audience.

(Focalink Communications Inc., Susan Lutter, 2191 E. Bayshore Rd.,  
First Floor, Palo...

13/3,K/19 (Item 2 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2002 The Gale Group. All rts. reserv.

03149574 Supplier Number: 46447752 (USE FORMAT 7 FOR FULLTEXT)  
**PRINT MEDIA BENEFIT FROM RISE OF INTERNET**  
Information & Interactive Services Report, v17, n18, pN/A  
June 7, 1996  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade

January 2, 2003

Word Count: 601

... are addressed.

The study also found that Internet use is having a direct impact on **television viewing habits**. A majority of Internet **users** said the **time** they once spent **watching TV** is now being spent online.

Implications for Marketers

How do users find out about the...

13/3,K/20 (Item 3 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2002 The Gale Group. All rts. reserv.

01040846 Supplier Number: 40503833 (USE FORMAT 7 FOR FULLTEXT)

**Petar or People Meters? RTL Plus Chooses**

International Cable & Satellite TV News, v5, n18, pN/A

Sept 9, 1988

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 371

... Now, however, RTL Plus has found a new weapon - 'people meters'. This method of measuring **viewer habits** needs the **consumer** to input information into a handset every **time** s/he **watches TV**. Petar, the biggest and most prestigious new media viewer research programmes uses diaries.

Both systems...

13/3,K/21 (Item 1 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.

(c) 2002 The Gale Group. All rts. reserv.

04927950 SUPPLIER NUMBER: 53076694

**Fun Facts About Sitcoms. (Brief Article)**

Sharkey, Betsy

MEDIAWEEK, 16(1)

Oct 5, 1998

DOCUMENT TYPE: Brief Article ISSN: 1055-176X LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 390 LINE COUNT: 00034

... Studios.

The survey, which included telephone interviews with 1,500 viewers over the past two **television** seasons, found that regular sitcom **viewers** have some very specific attitudinal and **consumer** -buying **characteristics**. Those who **watch** at least two prime-**time** comedies per week-compared to those who watch none-are more likely to buy foreign...

13/3,K/22 (Item 1 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)

(c) 2002 The Gale Group. All rts. reserv.

02216877 SUPPLIER NUMBER: 21115769 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**At Your Service?(electronic commerce agent technology) (Technology Information)**

Indermaur, Kurt

DBMS, v11, n10, p31(1)

Sept, 1998

ISSN: 1041-5173 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 3569 LINE COUNT: 00307

... of why a customer may decide to buy from a particular vendor. Most

January 2, 2003

of these **criteria** change over **time** , however. **Customers** talk to other **customers** , read magazines, **watch TV** , and modify their opinions of products and services constantly. Information becomes less reliable the older...

13/3,K/23 (Item 2 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
(c) 2002 The Gale Group. All rts. reserv.

02122846 SUPPLIER NUMBER: 20020498  
Logging the log files. (five Internet/Web server software programs are evaluated, including WebTrend's \$299 WebTrends 3.5, Marketwave's \$1,995 Hit List Pro and Lightside's Analog) (Software Review) (Evaluation)  
Baguley, Richard  
Boardwatch Magazine, v11, n11, p66(4)  
Nov, 1997  
DOCUMENT TYPE: Evaluation ISSN: 0894-5209 LANGUAGE: English  
RECORD TYPE: Abstract

...ABSTRACT: customized. In addition, its flexible Web-advertising auditing section can generate specialized reports on particular **ads** , breaking down **user - view** and click-through rates according to **time** , geographical location and **characteristics** of countries, US states, cities and users. Marketwave's \$1,995 Hit List Pro, while...

13/3,K/24 (Item 3 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
(c) 2002 The Gale Group. All rts. reserv.

01872185 SUPPLIER NUMBER: 17820372 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**US West Launches Interactive Cable TV.**  
Newsbytes, pNEW11300019  
Nov 30, 1995  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 591 LINE COUNT: 00051

... watch by clicking on the company's icon.  
In addition to providing service to the **consumer** , GOtv lets **advertisers** know what **viewers** **watch** the most. In Orlando, **Time** Warner **subscribers** voluntarily provide **demographic** information to the company. **Subscriber** **viewing** choices made using their set-top box can be collected to generate reports on what...

January 2, 2003

21/3,K/1 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.

06050641 Supplier Number: 53900844 (USE FORMAT 7 FOR FULLTEXT)  
**Clutter Is Newest Challenge Advertisers Face.**  
About Women & Marketing, v11, n12, pNA  
Dec 19, 1998  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 554

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...advertising than it is today. Marketers must not only compete to find unfilled needs of **consumers**, but they must also compete to create an **ad** that will stand out among the rest-a "rest" that is growing rapidly. A recent PhaseOne **study** determined just how much network **TV advertising** during prime **time** hours has increased in the past seven years. It found non-programming messages comprising 26...

...consumers are now exposed to a minimum of 120 commercials, programming promotions, station and network **identifications**, news breaks and public service announcements for every three hours of prime time. The actual...  
...has the time devoted to advertising and breaks increased in the past seven years, but **viewers** must now also sit through six separate spots at a time, up from 4.9...

...the table of contents and 127 before landing on the first full article. Sources: Advertising **Patterns** in Prime Time, July 1998; sample: study of normal programming of 3 major networks in 1991 and 4 major networks in 1998; and Advertising **Patterns** in Print, August 1998; sample: comparison of 3 September fashion magazines from 9/93 and...

21/3,K/2 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.

05511460 Supplier Number: 48350723 (USE FORMAT 7 FOR FULLTEXT)  
**Intel's AnswerExpress Service for SOHO, Home Users 03/11/98**  
Menefee, Sami  
Newsbytes, pN/A  
March 11, 1998  
Language: English Record Type: Fulltext  
Document Type: Newswire; General Trade  
Word Count: 613

... and tutorials from expert sources on common and not-so-common PC-related problems. Many **users** prefer to **look** for their own answers. If **time** permits, this area would **show** if the question has been addressed before.

The suite includes a virus **detection** and removal feature, with online virus-pattern updates to guard members against the latest known...

21/3,K/3 (Item 3 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.

05465203 Supplier Number: 48283221 (USE FORMAT 7 FOR FULLTEXT)  
**VSDA FINDS DBS IS ONLY THREAT TO HOME VIDEO**  
Video Week, v19, n6, pN/A  
Feb 9, 1998  
Language: English Record Type: Fulltext

January 2, 2003

Document Type: Newsletter; Trade  
Word Count: 338

... for much of 4.2% decline VSDA recorded for video rental industry last year. Study **identified** DBS subscribers as those most likely to want particular new title when they **watch** movie. Most DBS subscribers don't realize video stores get new releases first, it said...

21/3,K/4 (Item 4 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.

04874611 Supplier Number: 47170438 (USE FORMAT 7 FOR FULLTEXT)  
**Does TV Have A Place In Retail Delivery?**  
Bank Technology News, pN/A  
March 1, 1997  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 2069

... that offer full-motion video information on available banking products and services. And select Barnett **customers** can access their accounts to **check** balances, **view** statements, transfer funds and pay bills via their **televisions** .  
**Time** Warner's Full Service Network is available to a pilot group of 4,000 homes...

21/3,K/5 (Item 5 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.

04707721 Supplier Number: 46929672 (USE FORMAT 7 FOR FULLTEXT)  
**Computers learning users' preferences - and advertising will grow more selective**  
Business Marketing, pA14  
Dec, 1996  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 865

... advertisers to reach customers.  
Further, we are seeing the emergence of a new generation of **consumers** raised on inactivity, which is one of the most compelling **attributes** of the PC. As several **studies show** , members of Generation X are voting with their eyeballs as they spend more and more **time** using their computers and less time **watching** television.  
The relevance of advertising will be significantly enhanced as PCs learn about their users...

21/3,K/6 (Item 6 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.

04043517 Supplier Number: 45880745 (USE FORMAT 7 FOR FULLTEXT)  
**CII finds differences between households buying PCs from manufacturers and those buying from stores; Direct buyers show higher spending, technical sophistication, education.**  
Business Wire, p10241272  
Oct 24, 1995  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 553

January 2, 2003

... also more likely to be direct purchasers.

"We should bear in mind that PC household **demographics** are already impressive, compared to the average U.S. household **demographic**," noted Matt Sargent, a CII Industry Analyst. "But the cream really rises to the top when you **look** at the people who feel they know enough about what they're buying to skip..."

...ve already acquired overcome any need for the locally-based sales and service that indirect **channels** provide. This points to a niche for the indirect **channels**: the neophyte, first- **time** buyer."

CII's annual **Consumer Technology Index study** is the largest, most comprehensive survey of personal computer usage in the United States. The ...

21/3,K/7 (Item 7 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2002 The Gale Group. All rts. reserv.

03479759 Supplier Number: 44863130 (USE FORMAT 7 FOR FULLTEXT)

**Ad firm refocuses lens for movie ads**

Crain's New York Business, p13

July 25, 1994

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Tabloid; Trade

Word Count: 682

... in no small measure by the advertising industry's growing inability to capture the alluring **demographic profiles** theatergoers typically offer. In examining various alternative, out-of-home forms of media, cinema has become an attractive medium. It reaches elusive, young **consumers** who lead active lives and **watch** little **TV**.

'They ( **clients** ) keep saying, 'I love the impact,' ' says Mr. Fogarty. He says Screenvision **studies** show **viewers** are five **times** more likely to recall cinema **ads** than **TV commercials**. This year Mr. Fogarty projects a 75% ad sales boost over 1993, beating the company...

21/3,K/8 (Item 8 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2002 The Gale Group. All rts. reserv.

03177549 Supplier Number: 44344950 (USE FORMAT 7 FOR FULLTEXT)

**KBLCOM Will Deploy Zenith Interactive Box**

Multichannel News, v0, n0, p34

Jan 10, 1994

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 460

... 4 megabytes of on-board storage for messages, graphic overlays and other applications.

Using Z- **View** remote controls, **subscribers** can purchase movies or **commercial** information services. The data stream also enables real- **time** opinion polling and the **monitoring** of **viewing habits** and terminal performance, by polling 1,000 boxes every 20 seconds. It's also used...

21/3,K/9 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2002 The Gale Group. All rts. reserv.

10204517 SUPPLIER NUMBER: 20555220 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Big imaging-supplies OEMs team up to combat piracy.(original equipment**

January 2, 2003

**manufacturers)**

Purchasing, v124, n6, p99(2)

April 23, 1998

ISSN: 0033-4448

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 1068

LINE COUNT: 00092

... is improving. Results show that consumers, resellers, and even manufacturers themselves have a difficult time **identifying** counterfeits. "While most of the knock-offs we have encountered are of extremely poor quality...

...the difference between our products and counterfeits because their packaging, plastics, and other cosmetic factors **looked** like ours. However, the performance quality continues to be poor.

\* Used sold as new: An...

**21/3,K/10 (Item 2 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2002 The Gale Group. All rts. reserv.

09914325 SUPPLIER NUMBER: 17875381 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Has industrial advertising become consumerized? A longitudinal perspective from the USA.**

Lambert, David R.; Morris, Michael H.; Pitt, Leyland F.

International Journal of Advertising, v14, n4, p349(16)

Fall, 1995

ISSN: 0265-0487

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 5315

LINE COUNT: 00449

... press to those appearing in consumer magazines is apt to confirm that the two forms ' **look** ' different. A similar comparison over time of advertisements in each of these categories may well suggest that print **advertisements** of a few decades ago differ from contemporary **advertisements** . For instance, a **study** of layouts in **consumer** print **advertisements** over the **period** 1932-1982 **identified** clear trends over **time** (Feasley and Stuart, 1987). However, noting the existence of differences between BTB and **consumer** advertisements or differences between time periods begs the more significant question of the nature of... the number of words in the headlines follows a generally downward trend over the four **time periods** of the **study** .

**SUMMARY AND CONCLUSIONS**

This **study** found fundamental differences in several factors across business-to-business and **consumer** **advertisements** , and did not find evidence that these differences are changing over time. The conclusions which can be drawn from this study provide mixed **views** of the similarities and differences between BTB and **consumer** advertisements relative to what would be expected from the literature and opinions of some in the **advertising** business. BTB **advertisements** are more product and less people oriented and contain more copy. **Time** trends present in the 160 **advertisements** **studied** in this research consist of fewer words used in copy and headlines and less discussion of product **characteristics** , as one moves from 1955 to 1990; these trends are present in both advertisement forms...

**21/3,K/11 (Item 3 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2002 The Gale Group. All rts. reserv.

09123401 SUPPLIER NUMBER: 18869234 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**At-risk reading time. (Forrester Research forecasts effects of home computer ownership on consumer behavior)**

Levins, Hoag

Editor & Publisher, v129, n46, p27(2)

January 2, 2003

Nov 16, 1996

ISSN: 0013-094X      LANGUAGE: English      RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 1372      LINE COUNT: 00110

ABSTRACT: A study of home computers and their impact on **consumer** behavior has concluded that broadcast **television** and newspapers could lose a significant portion of their audience's **time** to computer usage by 2001. The **study** concluded that network **television viewing** could be reduced by an average of 44 hours per year, while newspaper reading time...

...also found that affluent consumers were more likely to own computers and to shift their **habits** .

21/3,K/12      (Item 4 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

08757497      SUPPLIER NUMBER: 18339578      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
A tale of two systems. (includes related articles on fiber-to-the-curb and switched digital video technologies)

Philmon, Earl  
Telephony, v230, n18, p36(4)  
April 29, 1996

ISSN: 0040-2656      LANGUAGE: English      RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 1952      LINE COUNT: 00164

... any service offered with a simple push of a button on the remote.  
SBVS offers **timed** previews of premium **channels** , which can be **monitored** to determine the number of **customers watching the channel** and frequency of use. This information helps SBVS tailor its services to the **viewing habits** of its **customer** base. Other than actual purchasing activity, only aggregate statistics are available. Individual subscribers, therefore, retain privacy of **viewing** and previewing.

Capitalizing on the Strengths

FutureVision is one of seven VIPs that have leased...

21/3,K/13      (Item 5 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

08243979      SUPPLIER NUMBER: 17458532      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
A powerful thrift CEO prepares fo fight for the cause in D.C. (James F. Montgomery of Great Western Financial Corp. and America's Community Bankers)

Fox, Justin  
American Banker, v160, n208, p1(2)  
Oct 27, 1995

ISSN: 0002-7561      LANGUAGE: English      RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 1141      LINE COUNT: 00091

... thrift charter it can't stand to lose.  
"We Great Western have been trying to **look** like a **commercial bank** to our **customers** for a long **time** ," Mr. Montgomery said. "We have been very active in **checking** accounts and bank-like activities with respect to our liability mix. Our assets continue to be heavily dominated by residential mortgages. I don't see any change in that **pattern** if and when we become a full commercial bank."

Not all thrifts would be able...

21/3,K/14      (Item 6 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.



January 2, 2003

07171710 SUPPLIER NUMBER: 14982419 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
KBLCOM will deploy Zenith interactive box. (KBLCOM Inc.; Zenith Electronic Corp.'s interactive home terminal)  
Lambert, Peter  
Multichannel News, v15, n2, p34(1)  
Jan 10, 1994  
ISSN: 0276-8593 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 503 LINE COUNT: 00041

... 4 megabytes of on-board storage for messages, graphic overlays and other applications.

Using Z- View remote controls, **subscribers** can purchase movies or **commercial** information services. The data stream also enables real- **time** opinion polling and the **monitoring** of **viewing habits** and terminal performance, by polling 1,000 boxes every 20 seconds. It's also used...

21/3,K/15 (Item 7 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

06800599 SUPPLIER NUMBER: 14974333 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Tube talk. (survey on hotel guests' TV viewing habits)**  
Watkins, Edward  
Lodging Hospitality, v49, n13, p120(2)  
Dec, 1993  
ISSN: 0148-0766 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 1106 LINE COUNT: 00106

ABSTRACT: Hotel guests spend a significant part of their time **watching** television and prefer variety in TV programs, according to a survey of frequent travelers. The study also found that 95% of guests **watch** free network and basic cable TV, 87% **watch** premium channels and around 25% order pay-per- **view** programs when possible. **Viewing habits** were found to vary with the **time** of day and most **customers** were found to frequently use **TV** for folio **review** and automated **check** -out.

21/3,K/16 (Item 8 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

06510537 SUPPLIER NUMBER: 14466891 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The operation of visual imagery as a mediator of advertising effects.**  
Burns, Alvin C.; Biswas, Abhijit; Babin, Laurie A.  
Journal of Advertising, v22, n2, p71(15)  
June, 1993  
ISSN: 0091-3367 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 9196 LINE COUNT: 00767

... moderate the system of relationships among imagery-eliciting strategies, advertising consequences, and visual imagery in **consumers** .

While the rationale for these four hypotheses may be obvious, we will **review** it briefly at this **time** . The **Advertising** Effects Hypothesis originates from the basic belief that an **advertising** stimulus which can elicit visual imagery will be superior in affecting **consumer** recall, attitudes, intentions, or behavior as compared to a stimulus which has less capacity to...

...an unseen information processing bridge. It is also consistent with Baron and Kenny's (1986) **view** of latent constructs in sociopsychological research. Finally, the Moderator Hypothesis accommodates the individual differences often found to distinguish one type of consumer from another with respect to response **characteristics** .

January 2, 2003

#### Research Method

To carry out our empirical research, we selected variables representing each aspect of...

21/3,K/17 (Item 9 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

06496720 SUPPLIER NUMBER: 14107146 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Processing and retrieval of inferences and descriptive advertising information: the effects of message elaboration.**  
Gardial, Sarah Fisher; Schumann, David W.; Petkus, Ed, Jr.; Smith, Russell  
Journal of Advertising, v22, n1, p25(10)  
March, 1993  
ISSN: 0091-3367 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 6230 LINE COUNT: 00526

... result from advertisement processing. Some product beliefs may be derived from explicitly stated features or **attributes** that are conveyed in the advertisement. In contrast, inferences are defined as beliefs that the...

...a result of elaboration and abstraction processes (Fishbein and Ajzen 1975). For instance, a consumer **viewing** a car advertisement may see that it has a high m.p.g. rating and...

...Dick, Chakravarti and Biehal 1990). While the "source" of these two types of information differs (**advertisement** vs. individual), this distinction may be irrelevant or impossible for the **consumer** to make over time. Both result from **advertisement** processing, and both are stored in memory as product beliefs.

The **study** reported in this paper contributes to the advertising literature by addressing these two issues. First...

21/3,K/18 (Item 10 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

06221892 SUPPLIER NUMBER: 13929138 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Historical and personal nostalgia in advertising text: the Fin de siecle effect.**  
Stern, Barbara B.  
Journal of Advertising, v21, n4, p11(12)  
Dec, 1992  
ISSN: 0091-3367 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 8926 LINE COUNT: 00751

... in advertisements might well begin by seeking out empirical evidence for the occurrence and temporal **patterning** of both forms of nostalgia. The method of content analysis (Kassarjian 1977) applied to a... tradition to study nostalgia in the context of changing time-oriented appeals permits a closer **look** at different types of nostalgia and a more rigorous examination of hypothesized fin de siecle...

...for empirical demonstration in advertising (if not in literature) by means of study of the **pattern** of nostalgia advertisements in the final decades of the nineteenth and twentieth centuries. Some propositions...

21/3,K/19 (Item 11 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

January 2, 2003

05914261 SUPPLIER NUMBER: 12417213 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Full solution credit systems are king of the hill. (calculation of client's  
payment history) (Credit Basics) (Column)**  
Mazur, Christopher D.  
Business Credit, v94, n5, p47(1)  
May, 1992  
DOCUMENT TYPE: Column ISSN: 0897-0181 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT  
WORD COUNT: 707 LINE COUNT: 00058

... such as proof of delivery request, dispute, added days payable, and  
financed invoices to be **shown** on-line, real- **time** .

The **user** should also be able to sequence items being **reviewed** in  
the most beneficial format possible.

A solution system would also allow the **user** to access not only the  
reference number information, but various other pieces of the puzzle as  
well, such as **viewing** the customer's purchase order number, the  
**identification** of the data entry person responsible for the order in  
question, or any numerous items...

21/3,K/20 (Item 12 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

05415681 SUPPLIER NUMBER: 11061964 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Nielsen tracks influence of magazines on consumers. (Nielsen Marketing  
Research) (Ad Sales)**  
Fried, Lisa I.  
Folio: the Magazine for Magazine Management, v20, n8, p30(1)  
August 1, 1991  
ISSN: 0046-4333 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 474 LINE COUNT: 00037

... will be used to show the effectiveness of advertising because it  
will show both a **consumer** 's purchases and his or her exposure to  
**advertising** .

Nielsen and some other research companies have **studied television  
viewing habits** and product purchases by household, but this is the  
first **time** magazines have been brought into the fold.

Advertisers' interest in receiving the data from a...

21/3,K/21 (Item 13 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts.reserv.

01902563 SUPPLIER NUMBER: 02880374 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**RCA announces first video disc player with programmable capability.**  
PR Newswire, NYPR45  
Aug 12, 1983  
LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 870 LINE COUNT: 00069

... of RCA distributors here. In addition to the introduction of  
interactive discs which involve the **viewer** in game-like situations, RCA  
will offer 21 discs that are "banded" to allow access...

...Random Access player also provides an on-screen display of informational  
graphics to assist the **viewer** during the programming process. The player  
can be programmed to play a segment of any...

...SJT400's Memory Start function, any point on a disc can be indexed,  
allowing the **viewer** to return to that point at any time. RCA's line of  
VideoDisc players now...

January 2, 2003

...of the models now features electronic function controls and fully automatic operation. "A new low- **profile** vertical front design allows more practical usage as a component in a home video system...

...a single still "page" of video for close study. "The new player will enable the **viewer** to use his home television set to enjoy a wide range of subjects, play interactive...

...the new player," Mr. Kuhn said. The SJT400's remote control hand unit transmits all **user** commands to the player including visual search, high speed scan (120 **times** normal speed), pause, reject, audio **track** selection, play and **TV** /disc. The latter function allows the **user** to switch back and forth between disc play and regular TV programming. In addition, Dr...

...jockey Willie Shoemaker, the video game is an exciting combination of actual horse races and **viewer** participation. All the races are arranged and banded to provide different possible winners so the...

21/3,K/22 (Item 1 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2002 The Gale Group. All rts. reserv.

03903798 Supplier Number: 50089088 (USE FORMAT 7 FOR FULLTEXT)  
-DEPT OF ENVIRONMENT, TRANSPORT & REGIONS: **Consumers satisfied with drinking water quality**

M2 Presswire, pN/A

June 18, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 665

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...2000. It sought to gauge public attitudes to drinking water quality, and ensure that the **views** of consumers on drinking water quality issues would be heard when the level of future...

...publish the results of our market research as a contribution to the deliberations on the **Periodic Review**. "The research **showed** that 70% of **consumers** were satisfied with the quality of their drinking water, that 3 out of 4 people...

...for concern; although 67% of people would be willing to have lead pipework replaced if **identified** as a risk to health, the qualitative research indicated that this would depend on the...

21/3,K/23 (Item 2 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2002 The Gale Group. All rts. reserv.

03898569 Supplier Number: 50064651 (USE FORMAT 7 FOR FULLTEXT)  
-NETGRAVITY: **NetGravity and Pathfinder are first to adopt Unicast's interstitial ads in pop-up windows**

M2 Presswire, pN/A

June 10, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1028

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

January 2, 2003

...the first solution to allow sites and advertisers to play content-rich advertisements between page- **views** in pop-up windows. "By using a technology like AdController, which will hold the user...

...interactivity will result in higher click-throughs, and as software like NetGravity's monitors behavioural **patterns** and serves up ads accordingly, advertisers can fine-tune their messages to suit more targeted...

...it enables precise measurement of advertising impressions. It counts and reports only impressions where a **viewer** has actually seen an **ad**, including **ads** behind proxy servers. The AdController agent in the **user**'s browser **monitors** each **ad** from the **time** it is loaded until the **ad** has played to completion. **Advertisers** have access to on-line reports that organise the data for each ad across all...

...allows Web sites and advertisers to play sophisticated high-quality, large file advertisements between page **views** in pop up windows over the Internet. More information about Unicast and AdController is available...

21/3,K/24 (Item 3 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2002 The Gale Group. All rts. reserv.

03889575 Supplier Number: 50036829 (USE FORMAT 7 FOR FULLTEXT)  
**GRI Studies Equipment Options**  
Energy Conservation News, v20, n10, pN/A  
May 1, 1998  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 428

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...IL 60631-3562; Tel: 773/399-8373) report, A Guide to Value-Added Services Equipment, **identifies** major energy efficiency manufacturers and describes and demystifies some of the equipment, hardware, and software being used in new residential value-added services ventures and trials. The report **looked** at four broad areas: Utility Implementation; Energy Management Equipment; Value-Added Services Equipment; and Infrastructure...

...and the TV as the in-home interface. PG&E's plan was to allow **customers** to access services via the **TV**, including home automation, appliance **monitoring**, **time**-of-use rate change notification, electronic bill payment, and on-going energy usage **tracking**. Now, PG&E is testing another **user** interface -- the PC -- and using telephone lines, powerline carrier (PLC), and an Internet connection as...

21/3,K/25 (Item 4 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2002 The Gale Group. All rts. reserv.

03868745 Supplier Number: 48441255 (USE FORMAT 7 FOR FULLTEXT)  
**FROM THE EDITOR'S DESKTOP**  
Interactive PR & Marketing News, v2, n9, pN/A  
April 24, 1998  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Professional  
Word Count: 365

... t easy - as many of you have discovered - but it can be done simply by **looking** at your **demographic** base and determining their specific needs, online and offline. The tangible, such as the familiar...

January 2, 2003

...its likeness is the first thing that pops up. This reinforces the promotion and gives **consumers** more information than is able to portray in a 30-second **commercial** .

And once you've captured a set of eyeballs, **track** that **session** . Follow the path each **user** takes through your site. If they first search for a phone number, make sure you...

21/3,K/26 (Item 5 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2002 The Gale Group. All rts. reserv.

03298457 Supplier Number: 46772993 (USE FORMAT 7 FOR FULLTEXT)

**IFUSIONcom Arrives ON SCENE**

Information & Interactive Services Report, v17, n35, pN/A

Oct 4, 1996

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 204

... personal computers] into TV-like, multimedia channel players that enable the end-user to easily **identify** , customize, receive, manage and **view** Internet channel programming," IFUSIONcom ???? said. "Creating a robust, innovative and totally interactive media environment, Arrive transforms the PC into a primary information, entertainment and communications access device for **consumers** ."

The operations center will keep **track** of individual **users** ' customized **channels** and manage their delivery. IFUSIONcom said that by delivering the information during **times** of low usage, the Arrive service avoids the problems posed by the Internet's limited...

21/3,K/27 (Item 6 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2002 The Gale Group. All rts. reserv.

02899794 Supplier Number: 45895640 (USE FORMAT 7 FOR FULLTEXT)

**COMPUTER MARKETING SURVEY: CII FINDS DIFFERENCES BETWEEN HOUSEHOLDS BUYING PCS FROM MANUFACTURERS & THOSE BUYING FROM STORES; DIRECT BUYERS SHOW HIGHER SPENDING, TECHNICAL SOPHISTICATION, EDUCATION**

EDGE: Work-Group Computing Report, v6, n283, pN/A

Oct 30, 1995

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 436

... also more likely to be direct purchasers.

"We should bear in mind that PC household **demographics** are already impressive, compared to the average U.S. household **demographic** ," noted Matt Sargent, a CII Industry Analyst. "But the cream really rises to the top when you **look** at the people who feel they know enough about what they're buying to skip..."

...ve already acquired overcome any need for the locally-based sales and service that indirect **channels** provide. This points to a niche for the indirect **channels** : the neophyte, first- **time** buyer."

CII's annual **Consumer** Technology Index **study** is the largest, most comprehensive survey of personal computer usage in the United States. The

...

21/3,K/28 (Item 7 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2002 The Gale Group. All rts. reserv.

January 2, 2003

02751176 Supplier Number: 45583153 (USE FORMAT 7 FOR FULLTEXT)

**JUST BITS**

Information & Interactive Services Report, v16, n11, pN/A

June 2, 1995

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 603

... will be the new president of the Information Industry Association, succeeding Kenneth Allen, who is **looking** for a new job. Dunn was a business development consultant for The McGraw-Hill Companies, Inc.... Internet **Profiles** Corp. has shipped its I/COUNT tracking and analysis system for the Web. Designed for publishers, **advertisers** and catalogers to **track** hits per site, the software registers numbers of **users**, their geographic origins and **time** spent per page.... NYNEX Corp. finally launched its Interactive Yellow Pages on the World Wide Web, joining a growing number of companies **looking** to capitalize on the need for directory assistance over the Internet. Get access to NYNEX...

21/3,K/29 (Item 1 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)

(c) 2002 The Gale Group. All rts. reserv.

01320448 SUPPLIER NUMBER: 07699720 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Deadly embrace. (scheduler problems)**

Means, Bill

DG Review, v10, n2, p10(4)

August, 1989

ISSN: 1050-9127 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 1894 LINE COUNT: 00138

... XJSR instruction turned out to be a system call. All system calls in AOS/VS **look** like this. The number zero is used to **identify** to AOS/VS the specific system call the user wants to have performed. In this...

...return and falling into the loop to try the system call again. A little further **checking** **showed** that the system was returning the error "Filename Already Exists."

Okay, **time** to call the **customer** again." Hi, Joe. I was just **looking** at this piece of your code, and I'm having some difficulty trying to figure...

21/3,K/30 (Item 1 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2002 The Gale Group. All rts. reserv.

01066900 Supplier Number: 40906589

**Satellite TV on the rise in Europe**

Broadcasting, v117, n8, p50

August 21, 1989

ISSN: 0007-2028

Language: English Record Type: Abstract

Article Type: Industry overview

Document Type: Magazine/Journal; Trade

**ABSTRACT:**

...satellite TV (either directly or via cable) reached 17.3 mil homes or 43 mil **viewers** as of 4/89, according to a study by Pan-European Television Audience Research (PETAR). **Viewing** in 11 countries in 4/89 was up 58% vs the year before with the actual **subscriber** level reaching 11.6 mil. Average **viewing** **time** in the 11 countries in the **study** reached 3 hrs 22 min/week with total **TV** **viewing** averaging 16 hrs 48 min/week. The average subscriber gets almost 12 cable channels of...

January 2, 2003

...SATV, followed by the Netherlands, Belgium, Switzerland, Denmark, Norway, Austria, Ireland, the UK and Finland. **Demographic** data shows 43% of **viewers** are females aged 16+, 32% are males aged 16+ and 16% are 4-15-yr...



January 2, 2003

File 15:ABI/Inform(R) 1971-2003/Jan 01  
(c) 2003 ProQuest Info&Learning  
File 98:General Sci Abs/Full-Text 1984-2002/Nov  
(c) 2002 The HW Wilson Co.  
File 674:Computer News Fulltext 1989-2002/Dec W2  
(c) 2002 IDG Communications  
File 9:Business & Industry(R) Jul/1994-2002/Dec 30  
(c) 2002 Resp. DB Svcs.  
File 370:Science 1996-1999/Jul W3  
(c) 1999 AAAS  
File 369:New Scientist 1994-2002/Dec W3  
(c) 2002 Reed Business Information Ltd.  
File 810:Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire  
File 636:Gale Group Newsletter DB(TM) 1987-2002/Jan 02  
(c) 2002 The Gale Group  
File 484:Periodical Abs Plustext 1986-2003/Dec W5  
(c) 2003 ProQuest  
File 647:CMP Computer Fulltext 1988-2002/Dec W1  
(c) 2002 CMP Media, LLC  
File 20:Dialog Global Reporter 1997-2003/Jan 02  
(c) 2003 The Dialog Corp.  
File 696:DIALOG Telecom. Newsletters 1995-2003/Jan 01  
(c) 2003 The Dialog Corp.  
File 634:San Jose Mercury Jun 1985-2002/Dec 31  
(c) 2003 San Jose Mercury News  
File 553:Wilson Bus. Abs. FullText 1982-2002/Oct  
(c) 2002 The HW Wilson Co  
File 635:Business Dateline(R) 1985-2003/Jan 01  
(c) 2003 ProQuest Info&Learning

Set	Items	Description
S1	8933774	VIEW? OR WATCH? OR LOOK?
S2	9728920	SUBSCRIBER? OR USER? OR INDIVIDUAL? OR CUSTOMER? OR CONSUM- ER? OR CLIENT?
S3	13961442	TIME? OR PERIOD? OR SESSION? OR INTERVAL? OR FREQUENC?
S4	11989208	CHANNEL? OR COMMERCIAL? OR ADVERTI? OR AD OR ADS OR TV OR - TELEVISION? OR SHOW? OR SITCOM? OR PLUG?
S5	4536144	PROFILE? OR OUTLIN? OR PATTERN? OR CRITERIA? OR CHARACTERI- STIC? OR HABIT? OR ATTRIBUT? OR BEHAVIOR? OR DEMOGRAPHIC? OR - PARAMETER?
S6	12587134	MONITOR? OR JUDG? OR TRACK? OR INSPECT? OR REVIEW? OR OBSE- RV? OR CHECK? OR SCRUTINIZ? OR STUDY OR STUDI? OR DETECT? OR - OVERSEE? OR AUDIT? OR TRACE? OR TRACING
S7	29874	S1(5N)S2(5N)S3
S8	2512	S7(5N)S4
S9	985	S8 AND S5
S10	111	S8(5N)S5
S11	22	S10(S)S6
S12	17	RD (unique items)
S13	8	S12 AND PY=1999:2002
S14	9	S12 NOT S13
S15	88	RD S10 (unique items)
S16	53	S15 AND PY=1999:2002
S17	35	S15 NOT S16
S18	26	S17 NOT S14
S19	7860	S2(5N)S3(5N)S4(5N)S6
S20	1081	S19(S)S1
S21	558	S19(5N)S1
S22	69	S21/TI,AB,DE
S23	65	RD (unique items)
S24	40	S23 AND PY=1999:2002
S25	25	S23 NOT S24
S26	25	S25 NOT (S18 OR S14)

January 2, 2003

14/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01361662 00-12649

**Thomson acquires online classified unit**

Cohen, Jodi B  
Editor & Publisher v130n4 PP: 24 Jan 25, 1997  
ISSN: 0013-094X JRNL CODE: EDP  
WORD COUNT: 622

...TEXT: particular model used car - the system searches its database for all ads that match the **criteria** and then displays those **ads** for the **user** to **view**.

At the same **time**, the system **tracks** the details of the **user**'s interaction with the Web site. It can display logos and link to graphic, audio...

14/3,K/2 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01209058 98-58453

**A tale of two systems**

Philmon, Earl  
Telephony v230n18 PP: 36-44 Apr 29, 1996  
ISSN: 0040-2656 JRNL CODE: TPH  
WORD COUNT: 1818

...TEXT: a button on the remote.

SBVS offers timed previews of premium channels, which can be **monitored** to determine the number of **customers** **watching** the **channel** and **frequency** of use. This information helps SBVS tailor its services to the **viewing** **habits** of its **customer** base. Other than actual purchasing activity, only aggregate statistics are available. Individual subscribers, therefore, retain...

14/3,K/3 (Item 3 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00947719 95-97111

**In pursuit of the nomadic viewer**

Kaufman, Carol Felker; Lane, Paul M  
Journal of Consumer Marketing v11n4 PP: 4-17 1994  
ISSN: 0736-3761 JRNL CODE: JCK  
WORD COUNT: 6770

...TEXT: a change in the environment in which television advertising is viewed. Moreover, they felt that **advertising** education **profiled** the **consumer** and **viewer** of ten years ago, rather than today's contemporary **time** -pressured **consumer** and "nomadic" **viewer**. Indeed, many **studies** in **advertising** and communications assume the cognitive viewer, who is processing incoming information selectively, choosing visual versus...

14/3,K/4 (Item 4 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00245768 84-24328

January 2, 2003

**Using Content Analysis to Examine Consumer Behaviors Portrayed on Television: A Pilot Study in a Consumer Education Context**

Way, Wendy L.

Journal of Consumer Affairs v18n1 PP: 79-91 Summer 1984

ISSN: 0022-0078 JRNL CODE: JCA

...ABSTRACT: has indicated that the media are a major vehicle of consumer education and socialization. A **study** was conducted to assess the effectiveness of content analysis in identifying the consumer **behaviors** portrayed in prime-time **television** programs which relate to **consumer** education concepts. More than 180 prime-time programs were **viewed** over a 5-month **period** and coded for **behaviors** reflecting 22 subconcepts of the primary consumer education concepts of choice making, financial management, buying...

14/3,K/5 (Item 1 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

(c) 2002 Resp. DB Svcs. All rts. reserv.

01345487 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**US West Launches Interactive Cable TV**

(US West launches interactive television system, called GOtv, in Orlando, FL)

Newsbytes News Network, p N/A

November 30, 1995

DOCUMENT TYPE: Journal (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 559

**ABSTRACT:**

...watch by clicking on the company's icon. In addition to providing service to the **consumer**, GOtv lets **advertisers** know what **viewers** **watch** the most. In Orlando, **Time Warner** **subscribers** voluntarily provide **demographic** information to the company. **Subscriber** **viewing** choices made using their set-top box can be collected to generate reports on what...

14/3,K/6 (Item 1 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2002 The Gale Group. All rts. reserv.

03149574 Supplier Number: 46447752 (USE FORMAT 7 FOR FULLTEXT)

**PRINT MEDIA BENEFIT FROM RISE OF INTERNET**

Information & Interactive Services Report, v17, n18, pN/A

June 7, 1996

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 601

... would be willing to purchase goods over the Internet once these concerns are addressed.

The **study** also found that Internet use is having a direct impact on **television** **viewing** **habits**. A majority of Internet **users** said the **time** they once spent **watching** **TV** is now being spent online.

Implications for Marketers

How do users find out about the...

14/3,K/7 (Item 1 from file: 484)

DIALOG(R)File 484:Periodical Abs Plustext

(c) 2003 ProQuest. All rts. reserv.

03846832 (USE FORMAT 7 OR 9 FOR FULLTEXT)

January 2, 2003

**Who pays the gasoline tax?**

Chernick, Howard; Reschovsky, Andrew

National Tax Journal (NTJ), v50 n2, p233-259, p.27

Jun 1997

ISSN: 0028-0283 JOURNAL CODE: NTJ

DOCUMENT TYPE: Feature

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 13430

**TEXT:**

... problem is to exclude individuals with very low incomes from the analysis. In their wellknown **study** of the distribution of tax burdens, Pechman and Okner (1974) excluded those in the bottom...

...from the average burden calculations for the lowest decile. Although we have excluded as few **individuals** as possible, any exclusion rule is, by definition, arbitrary. A close **look** at the **pattern** of income over **time** of the excluded **individuals** **shows** very large year-to-year income swings, suggesting that many excluded individuals are self-employed...

**14/3,K/8 (Item 1 from file: 20)**

DIALOG(R)File 20:Dialog Global Reporter

(c) 2003 The Dialog Corp. All rts. reserv.

01274240 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**No Clear Winner in Local Television News in Duluth, Minnesota**

John Myers

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (DULUTH NEWS-TRIBUNE, MINN)

April 01, 1998 3:16

JOURNAL CODE: KDNT LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 416

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... the other way in May."

The winter "sweeps" are one of four monitors the viewing **habits** of **TV** **watchers** nationwide. Nielsen also keeps tabs on what **viewers** in **individual** markets such as Duluth are **watching** during these **periods**. The next one is coming April 23 to May 20.

--

Visit TribUniverse, the World Wide...

**14/3,K/9 (Item 1 from file: 553)**

DIALOG(R)File 553:Wilson Bus. Abs. FullText

(c) 2002 The HW Wilson Co. All rts. reserv.

03563530 H.W. WILSON RECORD NUMBER: BWBA97063530 (USE FORMAT 7 FOR FULLTEXT)

**Study: Web users watching prime time.**

AUGMENTED TITLE: study by BJK&E Media

Ross, Chuck

Advertising Age (Advert Age) v. 68 (Aug. 11 1997) p. 18

LANGUAGE: English

WORD COUNT: 490

...ABSTRACT: is likely that they watched less TV before they became cyber-friendly. Moreover, although Internet **users** are light **TV** **viewers** during daytime, when their prime- **time** and late-night **TV** **habits** are compared to those of non-Internet **users** in the same **demographic** group, the Internet **users** actually **watch** more **TV** in those **time** **periods**.

January 2, 2003

18/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01618641 02-69630

**Real info in real time**

Davis, Stephanie H  
Telephony v234n13 PP: 28 Mar 30, 1998  
ISSN: 0040-2656 JRNL CODE: TPH  
WORD COUNT: 576

...TEXT: Michael Watters, Inverse president and CEO. "AccessRamp adds measurements that can account for variations in **user behavior**, hardware and software, and physical location.

"With AccessRamp's **real-time**, operational network **view** - **showing** the actual end-to-end **user** experience from dial-up to log-off-the ISP or corporation can quickly isolate problems...

18/3,K/2 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01489747 01-40735

**Cisco and IBM: Time to stop talking the talk and walk the walk**

Cooney, Michael  
Network World v14n34 PP: 30 Aug 25, 1997  
ISSN: 0887-7661 JRNL CODE: NWW  
WORD COUNT: 418

...TEXT: tried to help out Share-goers by dropping their rhetoric long enough to hold a joint **session** to **outline** what **users** should **look** for when evaluating **channel** -attached devices. The **session** was fairly amusing because IBM's presenter was dressed as Scarlett O'Hara and Cisco...

18/3,K/3 (Item 3 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01422078 00-73065

**Consumer eye movement patterns on yellow pages advertising**

Lohse, Gerald L  
Journal of Advertising v26n1 PP: 61-73 Spring 1997  
ISSN: 0091-3367 JRNL CODE: JOA  
WORD COUNT: 5211

...TEXT: preferences. Time is not a causal variable. It merely reflects the underlying factors influencing choice. **Viewing time** per **ad** integrates many factors that cause a **consumer** to focus on a certain **advertisement**. Some **viewing time** differences relate to comparisons of **attributes** between businesses. Russo and LeClerc (1994) discovered that consumers continued to focus on the product...

18/3,K/4 (Item 4 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00655185 93-04406

**Harnessing the Power of Information**

Grossman, Bernice  
Target Marketing v15n11 PP: 18 Nov 1992  
ISSN: 0889-5333 JRNL CODE: ZIR

January 2, 2003

...ABSTRACT: effective tool for gathering, storing, and analyzing essential marketing information. A marketing database provides multiple **views** of a company's **customers**. It shows **customer behavior over time**, and, as such, is probably the single best tool to calculate lifetime value. The investment...

18/3,K/5 (Item 5 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00597368 92-12541

**The Death of Advertising Has Been Greatly Exaggerated**

Magrath, Allan J.

Sales & Marketing Management v144n2 PP: 23-24 Feb 1992

ISSN: 0163-7517 JRNL CODE: SAL

WORD COUNT: 950

...ABSTRACT: dead. It has been transformed into a multifaceted persuasion tool, mirroring the changing nature of **customer** lifestyles, **time** pressures, **demographics**, and attitudes. Bundled media is now the **watchword** of **advertising**. Direct mail **advertising** has expanded significantly. For example, Mattel has sold more Barbie fashion accessories and toys than...

18/3,K/6 (Item 6 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00036320 76-02104

**SHOPPING, VOTING, AND MEDIA PREFERENCE**

SHOSTECK, H.

JOURNAL OF ADVERTISING RESEARCH V15 N6 PP: 35-38 DEC. 1975

ISSN: 0021-8499 JRNL CODE: ADR

...ABSTRACT: S MEDIA BUYING DOLLARS. PREFERRED STORES AND CANDIDATES WERE RELATED TO PREFERRED RADIO STATIONS AND **TV VIEWING TIMES**. RESEARCH OF **CONSUMER HABITS** DOCUMENTED THAT THE MOST EXPENSIVE **TIME** BUYS OFFERED THE GREATEST RETURN ON THE AD DOLLAR. WITHOUT THE MEDIA RESEARCH DATA, THE ...

18/3,K/7 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2002 Resp. DB Svcs. All rts. reserv.

01660000 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**PCs Steal Time From television**

(Some 78% of owners of both TVs and PCs sacrifice TV viewing time to use PC )

Research Alert, v 14, n 21, p 6

November 01, 1996

DOCUMENT TYPE: Newsletter ISSN: 0739-358X (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 192

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...to Forrester Research. About 78% of owners of both PCs and TVs say they sacrifice **TV viewing time** most often to use the PC.

PC **users** are developing steady **habits** in their usage. PCs will draw 12

January 2, 2003

hours per year from the average consumer's TV viewing time by the year 2001. The change in viewing habits will be characterized by consumers' socioeconomic status. The broadest base of TV viewers, those at the low end, will not...

18/3,K/8 (Item 2 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2002 Resp. DB Svcs. All rts. reserv.

01556851 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Space Cadets**

(Mega TV, Sky Cable, other Asian broadcasters set up Web sites; while power of the Web is questioned, no one doubts the potential of Web marketing)

Cable & Satellite Asia, n 7, p 36

July 1996

DOCUMENT TYPE: Journal (United Kingdom)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 2006

(USE FORMAT 7 OR 9 FOR FULLTEXT)

**TEXT:**

...it, a certain hanging back could be understandable.

But Web growth and its impact on TV audiences, their leisure time and viewing habits cannot be underestimated. In some cases, Net users outweigh subscriber bases of the cable systems that seem so reluctant to tap into the...

18/3,K/9 (Item 3 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2002 Resp. DB Svcs. All rts. reserv.

01293734 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Service links individual TV viewing habits to purchases**

(TSMS, Taylor Nelson AGB launch TVSPAN research service; allows advertisers, retailers to directly connect consumers' TV viewing habits with purchasing behavior)

Euromarketing, v IX, n 3, p 4

September 26, 1995

DOCUMENT TYPE: Newsletter ISSN: 0952-3820 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 361

(USE FORMAT 7 OR 9 FOR FULLTEXT)

**TEXT:**

Advertisers and retailers in the U.K. will for the first time be able to directly link consumers' TV viewing habits with purchasing behavior when a new research service becomes available early next year.

The service, called TVSPAN, is...

18/3,K/10 (Item 4 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2002 Resp. DB Svcs. All rts. reserv.

01228802 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**SURVEY OF DRTV BUYERS**

(Survey finds most frequent TV buys, purchase price, reasons for buying via TV, medium bought from, viewing/buying frequencies, customer satisfaction, buyer characteristics)

January 2, 2003

Response TV, v 3, n 11, p 15+

July 1995

DOCUMENT TYPE: Journal; Survey ISSN: 1077-5439 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 859

(Survey finds most frequent TV buys, purchase price, reasons for buying via TV , medium bought from, viewing /buying frequencies , customer satisfaction, buyer characteristics )

ABSTRACT:

...item first seen on TV, topics related to most recent purchase, reasons for buying via TV , specific medium bought from, viewing /buying frequencies , customer satisfaction ratings, and buyer characteristics . The 10 product categories of the most frequently purchased items via TV were the same...

18/3,K/11 (Item 5 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

(c) 2002 Resp. DB Svcs. All rts. reserv.

00003535 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Study: Web users watching prime time

(Study concluded that there is no evidence that traditional media consumption rates were significantly impacted by Internet use)

Advertising Age, v 68, n 32, p 18

August 11, 1997

DOCUMENT TYPE: Journal ISSN: 0001-8899 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 458

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...friendly, reported the study, titled "Internet Users & Their Use of Traditional Media."

Furthermore, while Internet users are light TV watchers during daytime, when their prime-time and late-night TV habits are compared to those of non-Internet users in the same demographic group, the Internet users actually watch more TV in those time periods .  
EARLIER DATA RE-EXAMINED

"There have been studies before that have said those using the...

18/3,K/12 (Item 1 from file: 810)

DIALOG(R)File 810:Business Wire

(c) 1999 Business Wire . All rts. reserv.

0923875 BW1124

MATCHLOGIC: MatchLogic to Supply Consumer Profile Data for NetGravity's Global Profile Service

October 19, 1998

Byline: Business/Technology Editors

...are categorized  
into age, income, gender, age by gender, and income by gender.  
Landscape gives advertisers the opportunity to view the aggregate demographics of end-users in "near real-time " as well as make adjustments to the creative immediately, thereby optimizing



January 2, 2003

response rates.  
-- DeliverE(SM...

18/3,K/13 (Item 2 from file: 810)  
DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0846600 BW1226

**MATCHLOGIC 2: MatchLogic, Inc. Teams With Harris Black International to  
Introduce Demographic Internet Reach Profiles**

May 05, 1998

Byline: Business Editors

...are categorized into age, income,  
gender, age by gender, and income by gender. LandscapE gives  
advertisers the opportunity to view the aggregate demographics of  
end-users in "near real-time" as well as make adjustments to the  
creative immediately, thereby optimizing response rates.  
Marketers now...

18/3,K/14 (Item 3 from file: 810)  
DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0818386 BW1039

**ENGAGE APTEX: The Web's "Behavioral Profiling Pioneers" -- Engage  
Technologies And Aptex Software -- To Offer The Ultimate Collection of  
Internet User Profiles For Online Affinity Marketing**

March 09, 1998

Byline: Business/Technology Editors

...and matches them  
via continuously adapting, neural network profiles. In the Aptex  
system, everything is profiled, including users and all content to be  
targeted or viewed. User profiles are developed and updated in  
real-time based on a variety of behaviors, including text viewed,  
queries entered, ads clicked and products or services purchased.  
Targeted content -- ads, product and services and personalized pages...

18/3,K/15 (Item 4 from file: 810)  
DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0650819 BW0213

**INTERNET WRLD EXHIBITORS: Fall Internet World '96 Exhibitor Previews --  
PART TWO OF FIVE**

December 03, 1996

Byline: Business Editors/Computer Writers

...to-use log file  
analyzer that generates a wide range of reports. With reports like  
Ad Clicks and Ad Views, and filtering by referrer, WebTrends can  
report on user session behavior, as well as hits, for each ad or

January 2, 2003

referrer. Intranet management tools, scheduling, and 30...

18/3,K/16 (Item 5 from file: 810)  
DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0598422 BW0018

**POINTCAST: PointCast Announces Dramatic Enhancements to Advertiser Services; New SmartAd Broadcast System Offers Advertisers More Flexible Broadcast Options; ABC to Develop Auditing System for PointCast's Unparalleled Advertiser Reporting Capabilities**

June 26, 1996

Byline: Business Editors & Computer Writers

...advertisers to benefit from sophisticated tracking and reporting capabilities. PointCast advertisers receive detailed, monthly reports **outlining** the precise number of **individual viewers** reached by their **ad** -- on average, how many **times** it was seen by each **viewer** and how **viewers** responded to it. By aggregating the ad activity for every active viewer in its system...

18/3,K/17 (Item 1 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2002 The Gale Group. All rts. reserv.

02933707 Supplier Number: 45969293 (USE FORMAT 7 FOR FULLTEXT)  
**US West Launches Interactive Cable TV 11/30/95**  
Newsbytes, pN/A  
Nov 30, 1995  
Language: English Record Type: Fulltext  
Document Type: Newswire; General Trade  
Word Count: 565

... watch by clicking on the company's icon.  
In addition to providing service to the **consumer**, GoTV lets **advertisers** know what **viewers** **watch** the most. In Orlando, **Time Warner subscribers** voluntarily provide **demographic** information to the company. **Subscriber viewing** choices made using their set-top box can be collected to generate reports on what...

18/3,K/18 (Item 2 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2002 The Gale Group. All rts. reserv.

02677557 Supplier Number: 45429174 (USE FORMAT 7 FOR FULLTEXT)  
**UNDERSTAND RETAILERS IN ORDER TO BEST PROMOTE, MOVE PRODUCTS**  
PR News, v51, n13, pN/A  
March 27, 1995  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 416

... can about particular retailers by reading retailing trade magazines and analyzing retailers' print and broadcast **advertising**.  
Manufacturers also should spend **time** in stores **watching consumer behavior** as they interact with their products. While manufacturers often have extensive information on buyer demographics...

January 2, 2003

18/3,K/19 (Item 3 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2002 The Gale Group. All rts. reserv.

01040846 Supplier Number: 40503833 (USE FORMAT 7 FOR FULLTEXT)  
**Petar or People Meters? RTL Plus Chooses**  
International Cable & Satellite TV News, v5, n18, pN/A  
Sept 9, 1988  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 371

... Now, however, RTL Plus has found a new weapon - 'people meters'.  
This method of measuring **viewer habits** needs the **consumer** to input  
information into a handset every **time** s/he **watches TV**. Petar, the  
biggest and most prestigious new media viewer research programmes uses  
diaries.

Both systems...

18/3,K/20 (Item 1 from file: 484)  
DIALOG(R)File 484:Periodical Abs Plustext  
(c) 2003 ProQuest. All rts. reserv.

03379939 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Reconceptualizing the role of habit: A new model of television audience  
activity**  
Rosenstein, Aviva W; Grant, August E  
Journal of Broadcasting & Electronic Media (GBEM), v41 n3, p324-344, p.21  
Summer 1997  
ISSN: 0883-8151 JOURNAL CODE: GBEM  
DOCUMENT TYPE: Feature  
LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 7946

TEXT:

... Following the conceptualization of habit used by Triandis (1980),  
we have chosen to operationally define '**habitual television viewing**'  
as the number of **times** a given **individual** **watches television** during  
a particular hour over the course of a given week. Our expectation is that  
...

18/3,K/21 (Item 2 from file: 484)  
DIALOG(R)File 484:Periodical Abs Plustext  
(c) 2003 ProQuest. All rts. reserv.

02083728 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Societal interventions to prevent child abuse and neglect**  
Hay, Tom; Jones, Lisa  
Child Welfare (GCHW), v73 n5, p379-403  
Sep 1994  
ISSN: 0009-4021 JOURNAL CODE: GCHW  
DOCUMENT TYPE: Feature  
LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 9601 LENGTH: Long (31+ col inches)

TEXT:

... 89-133). Chicago, IL: University of Chicago Press.  
Tangney, J., & Feshbach, S. (1988). Children's **television - viewing  
frequency** : Individual differences and **demographic** correlates.  
Personality and Social Psychology Bulletin, 14, 145-158.  
The Borden Group, Inc. (1992). Families...

January 2, 2003

18/3,K/22 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

03480381 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Silver surfers turn off TV for computer**  
TIMES  
November 18, 1998  
JOURNAL CODE: FTMS LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 485

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... spree.  
Three new surveys provide a full picture of computer use and its effect on **television viewing habits**. Just over half the **users** said that their favourite **time** to sit down at the home PC was between 6pm and 8pm, just when Coronation...

18/3,K/23 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

02277880 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Houston's Promotional Agency Tries New Strategy**  
L.M. Sixel  
KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (HOUSTON CHRONICLE)  
July 22, 1998 3:7  
JOURNAL CODE: KHCN LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 1009

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... and Visitors Bureau, disagreed, saying the money was well spent.  
"We can't buy that **television time**," he said, adding that the **demographics** suggested the **viewers** are good **customers**.  
"They drive a car, they travel," he said. "I'll take as many of those  
...

18/3,K/24 (Item 1 from file: 553)  
DIALOG(R)File 553:Wilson Bus. Abs. FullText  
(c) 2002 The HW Wilson Co. All rts. reserv.

03751894 H.W. WILSON RECORD NUMBER: BWBA98001894 (USE FORMAT 7 FOR FULLTEXT)  
**Media consolidations shake up industry.**  
AUGMENTED TITLE: 10 events in the news  
Advertising Age (Advert Age) v. 68 (Dec. 22-29 '97) p. 15+  
LANGUAGE: English  
WORD COUNT: 1772

(USE FORMAT 7 FOR FULLTEXT)

TEXT:  
... bought. Traditionally, national time is bought by dayparts; the new strategy will be to buy **time** in a **show**-specific method, based on **individual viewing patterns of viewers**.  
P&G was not the only marketer to review and consolidate its media buying. Major...

18/3,K/25 (Item 1 from file: 635)

January 2, 2003

DIALOG(R)File 635:Business Dateline(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

0981972 99-44796  
**AOL exec lauds P&G's online work**  
Eckberg, John  
Cincinnati Enquirer (Cincinnati, OH, US) pB.16  
PUBL DATE: 980822  
WORD COUNT: 737  
DATELINE: Cincinnati, OH, US, North Central

TEXT:

...Mr. Pittman detailed how America Online has grown into an Internet brand and how its **customers** continue to steal **time** from **television viewing habits**, dining and sleep to cruise the World Wide Web.

The average AOL customer spent 14...

18/3,K/26 (Item 2 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

0443088 93-95688  
**Country music station edged out for lead in radio ratings**  
Ballman, Barbara  
Capital District Business Review (Albany, NY, US), V20 N27 s1 p9  
PUBL DATE: 931018  
WORD COUNT: 782  
DATELINE: Latham, NY, US

TEXT:

...numbers Arbitron provides. Media buyers use ratings as a tool in determining where to purchase **advertising time** to meet their **clients'** needs. Therefore, they tend to **look** more at specific **demographic** groups--like 25-to 54-year olds--than at the overall market. And in all...

January 2, 2003

26/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01608014 02-59003

**New survey causes tremors in corridors of NRS sponsors**

Reid, Alasdair

Campaign-London PP: 18 Apr 3, 1998

ISSN: 0008-2309 JRNL CODE: CAI

...ABSTRACT: had fomented a crisis at the NRS, the industry's gold standard research body. The **study** was funded by the **Periodical** Publishers Association, the Incorporated Society of British **Advertisers** and the Institute of Practitioners in **Advertising** to look at readership levels across **individual** newspaper supplements.

26/3,K/2 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01469212 01-20200

**Employee relations equal success**

Anonymous

Workforce Workforce Tools Supplement PP: 7 Jul 1997

ISSN: 1092-8332 JRNL CODE: PEJ

WORD COUNT: 498

...ABSTRACT: to employees and delivers results. 2. Show that the company expects employees to use their **judgment**. 3. Show that the company expects employees to treat one another as internal **customers**. 4. Show that top managers are interested in employees' **views**. 5. Show employees that the company respects their **time**. 6. Show support for employees' work.

26/3,K/3 (Item 3 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01466900 01-17888

**User plea: One directory for all**

Cole-Gomolski, Barb

Computerworld v31n28 PP: 47-49 Jul 14, 1997

ISSN: 0010-4841 JRNL CODE: COW

WORD COUNT: 630

ABSTRACT: Meta directories synchronize information from various directories and present it in a single **view** to end **users**. They also present a single place from which to manage **user** information, which cuts administration **time** and costs. A recent **study** showed that the average Fortune 1,000 company has 181 directories and that 42% synchronize their...

26/3,K/4 (Item 4 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01297815 99-47211

**Choosing the V-chip**

Littleton, Cynthia

Broadcasting & Cable v126n39 PP: 33 Sep 16, 1996

ISSN: 1068-6827 JRNL CODE: BRO

January 2, 2003

...ABSTRACT: which can be installed in existing sets, aims to offer the option of blocking all TV during specified periods, and can also be set to monitor the total number of hours individuals spend watching TV.

26/3,K/5 (Item 5 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01293207 99-42603  
**Viewers discover local programmes by surfing**  
Anonymous  
New Media Markets v14n32 PP: 13-14 Sep 12, 1996  
JRNL CODE: NEW

...ABSTRACT: a study commissioned by the UK's Independent Television Commission, there is very little "deliberate" viewing of local cable channels. Cable subscribers encounter local programming when they surf through the channels, looking for something that catches their attention. The study says that there is little knowledge of local channel time-tabling, or which channel local programming is on. The study is based on group discussions with subscribers in 5 cable areas where there are very different approaches to local programming and on...

26/3,K/6 (Item 6 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01170394 98-19789  
**A cure for traffic jams**  
Garland, Eric  
Mediaweek v6n9 PP: IQ22 Feb 26, 1996  
ISSN: 1055-176X JRNL CODE: MEW  
WORD COUNT: 346

...ABSTRACT: a database product to manage Web ad sales. The AdServer system allows Web administrators (and clients, if they want to be tied in remotely) to tap into a real-time scheduling and tracking database. Sophisticated tools monitor impressions, rotate ads to align with viewer requests or editorial features, and audit and correct the delivery of Web "eyeballs" promised for...

26/3,K/7 (Item 7 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01103301 97-52695  
**Standardized multinational advertising: The influencing factors**  
Duncan, Tom; Ramaprasad, Jyotika  
Journal of Advertising v24n3 PP: 55-68 Fall 1995  
ISSN: 0091-3367 JRNL CODE: JOA  
WORD COUNT: 6371

...ABSTRACT: standardization most often in strategy, less often in executions, and least often in language. A study's international sample of advertising agency executives considers creative impact the most important and pressure (from time, client, etc.) the least important reason to use some form of standardized advertising. Despite this, it is views on client pressure which explain most of the variance in views on future use of standardization. That...

26/3,K/8 (Item 8 from file: 15)

January 2, 2003

DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01048496 96-97889

**Challenge, skill and positive subjective states in the daily life of a sample of YTS students**

Haworth, John; Evans, Stephen

Journal of Occupational & Organizational Psychology v68n2 PP: 109-121  
Jun 1995

ISSN: 0963-1798 JRNL CODE: JOP

...ABSTRACT: answered questions in a diary on the receipt of a signal from a pre-programmed watch or radio pager 8 times a day for one week. The study showed a significant association between the mean level of challenge experienced by individuals over the 78-day period and the mean level of enjoyment and interest, but not happiness and relaxation. When incidences...

26/3,K/9 (Item 9 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01018244 96-67637

**Visual attention to programming and commercials: The use of in-home observations**

Krugman, Dean M; Cameron, Glen T; White, Candace McKearney

Journal of Advertising v24n1 PP: 1-12 Spring 1995

ISSN: 0091-3367 JRNL CODE: JOA

WORD COUNT: 7190

ABSTRACT: In-home observations were used to examine eyes-on-screen times for both program and commercial viewing. Results indicate that viewers are visually oriented to programming 62% of the time and to commercials 33% of the time. Men are more apt to change channels during the commercial break than are women. Compared with previous studies conducted prior to the development of the multi-channel viewing environment, program eyes-on-screen times have remained stable while commercial eyes-on-screen times have diminished. Moreover, individuals who view programming are significantly more apt to view commercials. Eyes-on-screen measures may be valuable in determining exposure to advertising. ...

26/3,K/10 (Item 10 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00385048 88-01881

**The Power of Feelings in Understanding Advertising Effects**

Edell, Julie A.; Burke, Marian Chapman

Journal of Consumer Research v14n3 PP: 421-433 Dec 1987

ISSN: 0093-5301 JRNL CODE: JCR

ABSTRACT: To investigate the role of feelings in understanding advertising effects, 2 studies were conducted. The first involved 29 individuals who watched 10 commercials drawn from one evening's prime-time television viewing. After each commercial, the subjects indicated their attitude toward the ad and completed a feelings inventory and a judgments inventory. They then gave their post-exposure attitudes toward the brand. In the 2nd study...

26/3,K/11 (Item 11 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)



January 2, 2003

(c) 2003 ProQuest Info&Learning. All rts. reserv.

00286213 85-26647

**Want Real Salvages? Steve Israel's Got 'Em**

Jervay, Gay

Advertising Age v56n59 PP: 52 Aug 1, 1985

ISSN: 0001-8899 JRNL CODE: ADA

...ABSTRACT: a firm that dismantles buildings and collects the artifacts. The items are sold to private **individuals** looking for antique furnishings and often to movie **studios** and **advertising** production houses in need of props. The company's 15 full- **time** employees travel the country dismantling and restoring architectural antiques. Currently, it is **advertising** parts of a house designed by architect Stanford White. Israel's salvage products have appeared...

26/3,K/12 (Item 12 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2003 ProQuest Info&Learning. All rts. reserv.

00130577 81-00319

**Selecting an Advertising Agency**

Doyle, Richard L.

Rough Notes v123n12 PP: 30, 35 Dec 1980

ISSN: 0035-8525 JRNL CODE: RNO

...ABSTRACT: goals. Ad presentations that result should be tested on business acquaintances. The professionalism of an **ad** agency should be **checked** by **viewing** previous work, and the **client** agency should spend all the **time** necessary with **ad** agency personnel to get the job done right.

26/3,K/13 (Item 13 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2003 ProQuest Info&Learning. All rts. reserv.

00100987 79-16029

**New Creativity in Television, and It's Done in the Home**

G. J. Scott

Advertising Age v50n37 PP: 33 Sept. 3, 1979

ISSN: 0001-8899 JRNL CODE: ADA

...ABSTRACT: videocassette recorders (VCR) and multichannel sound systems. The technique is being referred to as "MOS **tv** ." A significant amount of the **television** **viewing** **time** of these **individuals** is spent with the sound **track** turned off, and in place of the **television** sound **track** , they play stereo discs or tapes. The mixture of the video of television and the...

26/3,K/14 (Item 1 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

(c) 2002 Resp. DB Svcs. All rts. reserv.

01738602

**Less TV**

**(America Online subscribers spend almost 15% less time watching TV than average US families)**

Cable World, v 9, n 6, p 41

February 10, 1997

DOCUMENT TYPE: Journal ISSN: 1042-7228 (United States)

LANGUAGE: English RECORD TYPE: Abstract

January 2, 2003

ABSTRACT:

America Online **subscribers** spend almost 15% less **time** **watching** **TV** than average US families, according to a new **study** by Nielsen Media Research. The largest decline in **TV** **viewing** happens on weekday mornings, weekday afternoons and Saturdays. However, the results did not show whether...

26/3,K/15 (Item 2 from file: 9)

DIALOG(R)File 9:Business & Industry(R)  
(c) 2002 Resp. DB Svcs. All rts. reserv.

01211414

**Trends to watch in retail: All eyes on fun**  
**(Retailers should make shopping fun, because consumers would rather use their extra time to watch TV or take a nap)**

Discount Store News, v 34, n 11, p 23

June 05, 1995

DOCUMENT TYPE: Journal ISSN: 0012-3587 (United States)

LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT:

Retailers should make shopping fun, because consumers would rather use their extra time to **watch** **TV** or take a nap. US **consumers** are spending less **time** shopping. Yankelovich & Partners conducted a **study** for IMRA, which found that **consumers** have a renewed sense of optimism and find that fun can exist in all aspects...

26/3,K/16 (Item 3 from file: 9)

DIALOG(R)File 9:Business & Industry(R)  
(c) 2002 Resp. DB Svcs. All rts. reserv.

01165636 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**GROUP TESTS TICKET ORDERING KIOSKS IN MYRTLE BEACH, S.C.**

**(Entertainment Holiday consortium testing interactive video system allowing users to buy Grand Strand theater tickets)**

Sun News , p N/A

April 07, 1995

DOCUMENT TYPE: Regional Newspaper (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 512

ABSTRACT:

...sixth unit will be added this week at an undetermined location. For the next month, **users** can **watch** and listen to video **ads** for the theaters, **check** out **show** dates and **times** , and book tickets while **looking** at theater seating maps by touching **monitors** that are set into the kiosks. The article contains additional information on the new kiosks.

...

26/3,K/17 (Item 1 from file: 810)

DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0849524 BW1356

**SIMMONS CONSUMER STUDY: Simmons Consumer Online Study Cites Large Decline in Tv Viewing , Yet Little Decrease in Time -spent Reading Magazines, for On-line Users**

May 11, 1998

Byline: Business Editors

January 2, 2003

**Simmons Consumer Online Study Cites Large Decline in Tv Viewing ,  
Yet Little Decrease in Time -spent Reading Magazines, for On-line  
Users**

26/3,K/18 (Item 1 from file: 484)  
DIALOG(R)File 484:Periodical Abs Plustext  
(c) 2003 ProQuest. All rts. reserv.

03152398

**SIGNAL's guide to surfing savvy**

Anonymous

Signal (FSIG), v51 n5, p15, p.1

Jan 1997

ISSN: 0037-4938

JOURNAL CODE: FSIG

DOCUMENT TYPE: News

LANGUAGE: English

RECORD TYPE: Abstract

ABSTRACT: A new form of helper application, called a **plug -in**, lets Web browser **users view** animation or stream video and audio in real **time** . Web site **plug -ins**, including [http://www.highwaterfbi.com/detector .html](http://www.highwaterfbi.com/detector.html), are discussed.

26/3,K/19 (Item 2 from file: 484)  
DIALOG(R)File 484:Periodical Abs Plustext  
(c) 2003 ProQuest. All rts. reserv.

00778581

**The Case for Media Education**

Kubey, Robert

Education Week (GEDW), v10 n24, p27

Mar 6, 1991

ISSN: 0277-4232

JOURNAL CODE: GEDW

DOCUMENT TYPE: Commentary

LANGUAGE: English

RECORD TYPE: Abstract

LENGTH: Medium (10-30 col inches)

ABSTRACT: Because most US citizens spend half their leisure **time watching television** and film, they need help to become more sophisticated media **consumers** . A media curriculum should include **study** in critical thinking, media's reflection of and influence on society and consumer education.

26/3,K/20 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

02842118

**DuckVision 2.2 Software Transforms PCs Into 'Digital VCRs'**

BUSINESS WIRE

September 17, 1998

JOURNAL CODE: WBWE

LANGUAGE: English

RECORD TYPE: FULLTEXT

WORD COUNT: 652

... that allows them to do this easily should be very popular."  
DuckVision 2.2 allows **consumers** to: -- **View television** programs either on the full **monitor** screen or in a window while running other applications -- Compress and record full-motion video in real **time** without additional costly compression hardware -- Record television programs onto a hard drive or removable media...

January 2, 2003

26/3,K/21 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

02830783

**C-C-C Group Raises the Bar in Desktop Videoconferencing With FreeVision  
Videoconferencing System v 5.0**

BUSINESS WIRE

September 16, 1998

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 851

... system. This product uses the same cabling and system infrastructure to deliver up to 80 **channels** of broadcast quality video and **television** (resolutions as high as 1280 x 1024) directly to **users** ' desktops. Not only will **users** be able to **monitor television** (e.g., financial markets, CNN, etc.) while using their computer, the **television** /video feed can also be integrated into a videoconferencing **session** for all participants to **view** (e.g., a video presentation). The FreeVision Desktop Videoconferencing System's desktop configuration consists of...

26/3,K/22 (Item 3 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

01533500

**Khan panel report on harmonisation of banks**

SECTION TITLE: ECONOMY

FINANCIAL EXPRESS

April 25, 1998

JOURNAL CODE: WFEX LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 3793

... driven committee-based approach is recommended for loan sanctions to get the benefit of pluralistic **views** and at the same **time** eliminate **individual** biases. Finally, decisions on organisation structure should be allowed to be based purely on **commercial judgement**. Risk management <LI> The increased menu of risks in the progressively deregulated and globalised scenario...

26/3,K/23 (Item 4 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

01456282 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**IPL Energy First Quarter Earnings Advance Nine Percent**

CANADIAN CORPORATE NEWS

April 30, 1998

JOURNAL CODE: WCCN LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 2097

26/3,K/24 (Item 5 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

01276397

**100,000 Respondents Make WebCensus the Most Comprehensive Study on Web  
Usage Ever Conducted**

BUSINESS WIRE

March 30, 1998 9:7

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 104

January 2, 2003

SAN FRANCISCO--(BUSINESS WIRE)--March 30, 1998--Web **users** are spending as much **time** online as they are **watching TV**, according to WebCensus, a quarterly **study** released today by Hambrecht & Quist, a leading investment bank and LinkExchange, the web's largest...

26/3,K/25 (Item 1 from file: 553)  
DIALOG(R)File 553:Wilson Bus. Abs. FullText  
(c) 2002 The HW Wilson Co. All rts. reserv.

02255393 H.W. WILSON RECORD NUMBER: BWBA92005393  
**Systems buying monitors designed for consumers.**  
AUGMENTED TITLE: Cable Watch outage-time monitor  
Lambert, Peter  
Broadcasting (Broadcasting) v. 121 (Dec. 2 '91) p. 64  
LANGUAGE: English

...ABSTRACT: 2 years ago, the idea was to create a device that could be used by **subscribers** to appeal full-time cable bills when they were receiving less than full- **time** service. Instead, Quesnell's new \$39.95 Cable **Watch** cable **television** system outage- **time** **monitor** has been selling to cable systems. Quesnell notes that 23 of the top 50 multiple...